



Fundraising (Events) & Communications Executive

Hours of work: 28 hours per week

Reporting to: Fundraising & Communications Manager (and Head of Development)

Responsible for: Events interns and volunteers

The Fundraising (Events) & Communications Executive is a new role at Frank Water, that will work across both the charity and social enterprise (CIC) to maximise income from events and festivals, and support the delivery of our integrated communications strategy.

Reporting to the Fundraising & Communications Manager, this role will also work closely with the Head of Development, Commercial Manager and Corporate Partnership Manager.

Purpose:

The Fundraising (Events) & Communications Executive will;

- Coordinate the delivery of Frank Water's Festival Refill Service
- Support the planning and implementation of our annual calendar of events.
- Promote participation in third party fundraising, running & challenge events in support of Frank Water and ensure delivery of excellent supporter experience.
- Support the delivery of Frank Water's marketing & communications strategy.

Key responsibilities and duties:

Events

- Support in securing Frank Water's Festival & Event Refill line up for the year and agreeing contract terms with festival organisers.
- Oversee the organisation and logistics of Frank Water's Festival Refill Service, liaising and negotiating with festival organisers and suppliers to ensure our trader requirements are adequately met and our refill equipment is maintained and compliant.
- Ensure accuracy and compliance of event documentation e.g. risk assessments, insurance, method statements.
- With support from the wider team, recruit a core team of staff and volunteers to deliver Frank Water's Festival Refill season. Maintain regular communication with Frank Water's Festival Core Team & volunteers in the lead up to each festival, prepare volunteer briefings and draft staffing rotas.
- Work with the Commercial Manager to order and maintain sufficient stock levels to service all events in our festival season.
- Support the fundraising team in the planning and implementation of our annual calendar of events, including, but not limited to Stand Up for Safe Water (paddle boarding challenge), corporate partner networking events, Cycle for Safe Water (India cycle challenge), celebration dinners/exhibitions/drink receptions.

- Promote participation in third party running & challenge events in support of Frank Water, e.g. Bath Half Marathon, Bristol 10k/Half Marathon & London Marathon, and work with the Finance & Administration Assistant to coordinate dispatch of fundraising packs/resources and deliver high standard donor care to our event fundraisers.

Communications

- Support the Fundraising & Communications Manager in producing creative social posts for fundraising, festivals & events.
- Work alongside the Fundraising & Communications Manager to maintain and develop the Frank Water website, writing engaging copy that increases understanding and support of the charity's work.
- Support the Fundraising & Communications Manager in delivering our monthly newsletter and email communications to supporters, through the creation of interesting stories and copy.
- Support the Fundraising & Communications Manager in delivering digital marketing campaigns that expand Frank Water's online presence, including creating ads on social media channels, to successfully bring new supporters to the charity.
- Conduct regular analysis of communications activity through social media insights, CRM and web analytics. Work with Communications and Fundraising teams to present and share top level results with wider team and other key stakeholders.
- Support the Fundraising & Communications Manager in the creation of marketing materials including video, graphics and imagery, to accompany activity across the organisation.
- Work with festival organisers to maximise the communications opportunity for Frank Water CIC and Charity from our Festival Refill Service e.g. securing inclusion in festivals' email communications, websites and apps.
- Work alongside the Fundraising & Communications Manager to devise effective strategies to implement at festivals that engage Refill customers in Frank Water's charitable work and brings them on board as long term charity supporters.
- Support the Fundraising & Communications Manager in managing PR campaigns, through the writing of proactive press releases, responding to media requests and recording Frank Water media mentions.
- Undertake any other appropriate duties within fundraising and communications that may be requested by the CEO or Head of Development.

Person Specification

Essential

- Event coordination/management experience
- Experience of attending/volunteering/working at festivals
- Proactive in problem solving
- Excellent interpersonal skills to effectively manage relationships with a wide range of internal & external stakeholders including event organisers, volunteers and corporate partners.
- Impeccable written and spoken English
- Creative flair for writing copy for social, web, email communications.

- Excellent organisational skills with an ability prioritise their own workload and deal with competing demands
- Good attention to detail in every area of your work
- Proficient with Adobe Creative Cloud, Google Suite, and Canva
- Good knowledge of social media and experience across key channels
- Proficient with Wordpress
- Flexibility and willingness to work evenings and weekends to attend events/festivals as required.

Desirable

- Knowledge and experience of digital marketing, specifically creating ads on Facebook and Instagram, knowledge of Google Ads grant, and Google Analytics.
- Experience of working in international development and the charity sector.
- Knowledge of fundraising, particularly within event and community fundraising.
- Ability to work within a small organisation, with a part time team operating from an open-plan office environment.